

Rep Order# 6864258
EC'd Yes

Ver# 2
Status Returned

Traffic Order# 215274
Printed: 10/17/2012 3:10 PM
Last Received: 10/16/2012 4:58 PM
Showing Buylines: Last Sta Revised Lines

1 of 2

Station WTNH-TV NEW HAVEN, CT.
Advertiser () L. MCMAHON 4 SENATE
Product LINDA MCMAHON 4 SENA
Estimate# 1323
Buyer ANNE BRAUNSCHEIDEL
Phone#
Fax#

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //1323
Flight Dates 10/30/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

LINDA MCMAHON FOR SENATE SC

--- REMARKS ---

SEE LN 35 FOR RATE REV AND MKGD OFFER FOR REMAINING \$\$\$.

PLS ADDRESS ASAP

THX, KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*35	11/03-11/03	SA	1130P-12A 2	1	:30	\$1,400.00		2		1	\$2,800.00	
Buyline Comment: LATE NEWS Station Remark: V2 RATE NEEDS TO BE REV TO \$1000 - OFFERING 2X JIMMY KIMMEL @ \$400 TO MAKE UP DIFFERENCE												

---REPORT TOTALS---

Report Totals: 2 / \$2,800.00

---SALES MONTHLY TOTALS---

Nov 12: 226 / \$264,150.00

Sales Totals: 226 / \$264,150.00

Station Totals: 226 / \$264,150.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	CABL	WCCT	WCTX	WFSB	WHCT
\$264,150	0%	0%	0%	0%	0%
WRDM	0%	0%	100%	0%	0%
XXX	0%				

Books null

Demos RA35+

Rep Order#	6864258	Vcr#	1	Status	New
EC'd	Yes				

Traffic Order#

Printed: 10/16/2012 4:58 PM
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Showing Buylines: All Lines

1 of 6

Station	WTNH-TV NEW HAVEN, CT.
Advertiser	() L MCMAHON 4 SENATE
Product	LINDA MCMAHON 4 SENA
Estimate#	1323
Buyer	ANNE BRAUNSCHEIDEL
Phone#	
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Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

LINDA MCMAHON FOR SENATE SC=*

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
1	10/30-11/02	TU-F	6A-7A	8	:30	\$600.00		8		1	\$4,800.00	
	Buyline Comment: NEWS											
2	10/30-11/02	TU-F	7A-9A	12	:30	\$650.00		12		1	\$7,800.00	
	Buyline Comment: GMA											
3	10/30-11/02	TU-F	9A-10A	4	:30	\$400.00		4		1	\$1,600.00	
	Buyline Comment: DR PHIL											
4	10/30-11/02	TU-F	11A-12P	4	:30	\$650.00		4		1	\$2,600.00	
	Buyline Comment: THE VIEW											
5	10/30-11/02	TU-F	12P-1230P	4	:30	\$500.00		4		1	\$2,000.00	
	Buyline Comment: NEWS											
6	10/30-11/02	TU-F	1230P-1P	4	:30	\$400.00		4		1	\$1,600.00	
	Buyline Comment: CT STYLE											
7	10/30-11/02	TU-F	1P-2P	4	:30	\$400.00		4		1	\$1,600.00	
	Buyline Comment: THE CHEW											
9	10/30-11/02	TU-F	3P-4P	4	:30	\$450.00		4		1	\$1,800.00	
	Buyline Comment: KATIE COURIC											
10	10/30-11/02	TU-F	4P-5P	8	:30	\$500.00		8		1	\$4,000.00	
	Buyline Comment: JUDGE JUDY											
11	10/30-11/02	TU-F	5P-6P	8	:30	\$750.00		8		1	\$6,000.00	
	Buyline Comment: NEWS											

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Product LINDA MCMAHON 4 SENA
Estimate# 1323
Buyer ANNE BRAUNSCHEIDEL
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Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
11	10/30-11/02	TU-F	6P-630P	8	:30	\$1,000.00		8		1	\$8,000.00	
	Buyline Comment: NEWS											
12	10/30-11/02	TU-F	630P-7P	4	:30	\$3,000.00		4		1	\$12,000.00	
	Buyline Comment: NEWS											
13	10/30-11/02	TU-F	7P-730P	8	:30	\$2,200.00		8		1	\$17,600.00	
	Buyline Comment: JEOPARDY											
14	10/30-11/02	TU-F	730P-8P	8	:30	\$1,600.00		8		1	\$12,800.00	
	Buyline Comment: WHEEL											
15	10/30-11/02	TU-F	1135P-1205A	4	:30	\$500.00		4		1	\$2,000.00	
	Buyline Comment: NIGHTLINE											
17	10/30-11/02	TU-F	1205A-105A	8	:30	\$200.00		8		1	\$1,600.00	
	Buyline Comment: JIMMY KIMMELL											
18	10/30-11/02	TU-F	5A-6A	12	:30	\$350.00		12		1	\$4,200.00	
	Buyline Comment: NEWS											
18	10/30-11/04	TU-F, SU	11P-1135P	12	:30	\$1,400.00		12		1	\$16,800.00	
	Buyline Comment: LATE NEWS											
19	10/30-10/30	TU	9P-10P	2	:30	\$4,500.00		2		1	\$9,000.00	
	Buyline Comment: HAPPY ENDINGS/APT 23											
20	10/31-10/31	W	8P-9P	2	:30	\$4,300.00		2		1	\$8,600.00	
	Buyline Comment: MIDDLE/SUBURGATORY											
21	10/31-10/31	W	930P-10P	1	:30	\$4,500.00		1		1	\$4,500.00	
	Buyline Comment: HAPPY ENDINGS											

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 Salesperson () KATE BRADY
 Salesperson Phone# 215-567-6005
 Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
26	10/31-10/31	W	10P-11P	2	:30	\$4,000.00		2		1	\$8,000.00	
	Buyline Comment: NASHVILLE											
27	11/01-11/01	TH	9P-10P	2	:30	\$6,000.00		2		1	\$12,000.00	
	Buyline Comment: GREYS ANATOMY											
28	11/02-11/02	F	8P-9P	2	:30	\$2,500.00		2		1	\$5,000.00	
	Buyline Comment: SHARK TANK											
29	11/02-11/02	F	9P-10P	1	:30	\$2,500.00		1		1	\$2,500.00	
	Buyline Comment: PRIMETIME											
31	11/03-11/03	SA	330P-7P	6	:30	\$750.00		6		1	\$4,500.00	
	Buyline Comment: COLLEGE FOOTBALL											
32	11/03-11/03	SA	7P-730P	3	:30	\$500.00		3		1	\$1,500.00	
	Buyline Comment: NEWS											
33	11/03-11/03	SA	730P-8P	3	:30	\$450.00		3		1	\$1,350.00	
	Buyline Comment: WHEEL											
34	11/03-11/03	SA	8P-11P	6	:30	\$1,500.00		6		1	\$9,000.00	
	Buyline Comment: COLLEGE FOOTBALL											
35	11/03-11/03	SA	1130P-12A	2	:30	\$1,400.00		2		1	\$2,800.00	
	Buyline Comment: LATE NEWS											
36	11/03-11/03	SA	1205A-105A	1	:30	\$200.00		1		1	\$200.00	
	Buyline Comment: CASTLE											
37	11/03-11/04	SA-SU	6A-8A	8	:30	\$250.00		8		1	\$2,000.00	
	Buyline Comment: GD MRN CT											

IX 1205-105 200
 IX 105-205 200²

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Buyer ANNE BRAUNSCHEIDEL
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Fax#

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Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
33	11/03-11/04	SA-SU	8A-9A	4	:30	\$450.00		4		1	\$1,800.00	
	Buyline Comment: GMA											
34	11/04-11/04	SU	9A-10A	1	:30	\$750.00		1		1	\$750.00	
	Buyline Comment: THIS WEEK											
35	11/04-11/04	SU	6P-630P	3	:30	\$550.00		3		1	\$1,650.00	
	Buyline Comment: NEWS											
36	11/04-11/04	SU	7P-8P	2	:30	\$2,000.00		2		1	\$4,000.00	
	Buyline Comment: AFV											
37	11/04-11/04	SU	8P-9P	2	:30	\$6,000.00		2		1	\$12,000.00	
	Buyline Comment: ONCE UPON A TIME											
38	11/04-11/04	SU	9P-10P	2	:30	\$5,000.00		2		1	\$10,000.00	
	Buyline Comment: REVENGE											
39	11/04-11/04	SU	10P-11P	2	:30	\$3,000.00		2		1	\$6,000.00	
	Buyline Comment: 666 PARK AVE											
40	11/05-11/06	M-TU	6A-7A	4	:30	\$900.00		4		1	\$3,600.00	
	Buyline Comment: NEWS											
41	11/05-11/06	M-TU	7A-9A	6	:30	\$1,000.00		6		1	\$6,000.00	
	Buyline Comment: GMA											
42	11/05-11/06	M-TU	9A-10A	2	:30	\$600.00		2		1	\$1,200.00	
	Buyline Comment: DR PHIL											
43	11/05-11/06	M-TU	11A-12P	2	:30	\$900.00		2		1	\$1,800.00	
	Buyline Comment: THE VIEW											

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Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
49	11/05-11/06	M-TU	12P-1230P	2	:30	\$750.00		2		1	\$1,500.00	
	Buyline Comment: NEWS											
50	11/05-11/06	M-TU	1230P-1P	2	:30	\$400.00		2		1	\$800.00	
	Buyline Comment: CT STYLE											
51	11/05-11/06	M-TU	1P-2P	2	:30	\$400.00		2		1	\$800.00	
	Buyline Comment: THE CHEW											
53	11/05-11/06	M-TU	3P-4P	2	:30	\$450.00		2		1	\$900.00	
	Buyline Comment: KATIE COURIC											
54	11/05-11/06	M-TU	4P-5P	4	:30	\$500.00		4		1	\$2,000.00	
	Buyline Comment: JUDGE JUDY											
55	11/05-11/05	M	5P-6P	3	:30	\$1,200.00		3		1	\$3,600.00	
	Buyline Comment: NEWS											
56	11/05-11/05	M	6P-630P	2	:30	\$1,800.00		2		1	\$3,600.00	
	Buyline Comment: NEWS											
57	11/05-11/05	M	630P-7P	1	:30	\$3,000.00		1		1	\$3,000.00	
	Buyline Comment: NEWS											
58	11/05-11/05	M	7P-730P	2	:30	\$3,000.00		2		1	\$6,000.00	
	Buyline Comment: JEOPARDY											
59	11/05-11/05	M	730P-8P	2	:30	\$2,500.00		2		1	\$5,000.00	
	Buyline Comment: WHEEL											
60	11/05-11/05	M	1135P-1205A	1	:30	\$800.00		1		1	\$800.00	
	Buyline Comment: NIGHTLINE											

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Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
59 61	11/05-11/05	M	1205A-105A	2	:30	\$200.00		2		1	\$400.00	
Buyline Comment: JIMMY KIMMEL												
50 62	11/05-11/06	M-TU	5A-6A	4	:30	\$550.00		4		1	\$2,200.00	
Buyline Comment: NEWS												
57 63	11/05-11/05	M	11P-1135P	2	:30	\$2,500.00		2		1	\$5,000.00	
Buyline Comment: LATE NEWS												

---REPORT TOTALS---
Report Totals: 226 / \$264,150.00

---SALES MONTHLY TOTALS---

Nov 12: 226 / \$264,150.00
Sales Totals: 226 / \$264,150.00
Station Totals: 226 / \$264,150.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---
Market Totals \$264,150

Books	null	CABL 0%	WCCT 0%	WCTX 0%	WFSB 0%	WHCT 0%
Demos	RA35+	WRDM 0%	WTIC 0%	WTNH 100%	WUVN 0%	WVIT 0%
		XXX 0%				

--- CREDIT RISK ---
CASH IN ADVANCE